

Message Text

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PAGE 01 BANGKO 21183 261613Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00 /031 W
-----066383 271747Z /50

R 261605Z JUL 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 8378

UNCLAS BANGKOK 21183

E.O.11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: SUNSHINE CO., LTD.

REF USDOC 11943

1. THAILAND

OFFICE USE: 2. 549 3. 0052300 4. 01

5. SUNSHINE CO., LTD.

6. P.O.BOX 1462, 814-818 WANG BURAPHA ROAD

7. BANGKOK

8. CONTACT: MR. THAMMA PINSUKHANCHANA

9. MANAGING DIRECTOR
OTHER OFFICIAL IS: DR. PHYOW YAWAPRABHASH, DIRECTOR

10. PHONE: 2214186 11. TELEX: SUNSHINE TH 2055

12. CABLE: SUNSHINE BANGKOK

13. ESTBL: 1953 14. EMPL: 90 15. SIZE: MEDIUM
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16. REPUTATION: Y-GOOD 17. RPT DATE: 07/78
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 36622/235 IMP.AGT.DIST. OF RADIO AND TELEVISION
RECEIVING SETS.
23B. 36710/235 IMP.AGT.DIST. OF RADIO AND TELEVISION

RECEIVING PARTS.

23C. 36611/235 IMP.AGT.DIST. OF TELEPHONE APPARATUS
AND EQUIPMENT.

23D. 36622/235 IMP.AGT.DIST. OF RADIO BROADCASTING
EQUIPMENT.

24. FOREIGN SALES: NA

25. FINANCIAL REF: BANGKOK BANK LTD., 3 SUAPA ROAD,
BANGKOK, THAILAND.

26. TRADE REF: NA

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF SONY
CORPORATION, JAPAN FOR RADIO AND TELEVISION RECEIVING
SETS; NIPPON ELECTRIC CO., LTD., JAPAN FOR TELEVISION
SETS; OKI ELECTRIC INDUSTRY CO., LTD., JAPAN FOR
TELEPHONE APPARATUS AND EQUIPMENT.

28. POST EVALUATION: SUNSHINE WAS INCORPORATED IN 1953
WITH AN AUTHORIZED CAPITAL OF \$250,000 TO ACT AS
IMPORTER, AGENT AND DISTRIBUTOR OF RADIO BROADCASTING
EQUIPMENT, RADIO AND TELEVISION RECEIVING SETS,
TELEPHONE APPARATUS AND EQUIPMENT. ALL OF ITS IMPORTS
ARE FROM JAPAN. IT OWNS AN OFFICE OF 200 SQ.METERS
AND LEASES TWO SHOWROOMS OF 100 SQ.METERS, LOCATED IN
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ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM ALSO
OPERATES A WORKSHOP OF 1,600 SQ.METERS, LOCATED IN ONE
OF BANGKOK'S INDUSTRIAL AREAS. ITS SALES VOLUME IN
1977 WAS REPORTED TO BE \$7,200,000 REPRESENTING AN
INCREASE OF 165 PERCENT OVER THE FIGURE REPORTED TO THE
EMBASSY IN 1973. IT EMPLOYS 90 PEOPLE INCLUDING 15
SALESMEN. FIRM IS ASSOCIATED WITH THE PINNACLE CO.,
LTD., AN IMPORTER OF TAPE RECORDERS AND SOUND EQUIPMENT.
LOCAL BANK REPORTS THAT FIRM HAS BEEN EXTENDED
OVERDRAFT FACILITIES WITH SATISFACTORY RESULTS.
SUNSHINE IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR
U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: MATTHEW P. WARD.
O'DONOHUE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO21183
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780308-0776
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780716/aaaaanlp.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c0e1576c-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1873489
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: SUNSHINE CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/c0e1576c-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
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